

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 02847 031204Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----031207Z 043850 /22

R 031115Z APR 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 1871

UNCLAS TEHRAN 2847

USDOC FOR CAGNE/MANZOLILLO

EO 11652: N/A
TAGS: BEXP, IR
SUBJ: FIFTH TEHRAN INTERNATIONAL TRADE FAIR

REF: USDOC 5201

1. FLOOR PLAN HAS TWENTY-FOUR BOOTHS, 4M DEEP X 5 METERS;
FIVE BOOTHS 5MX6M; TWO BOOTHS 3MX7M; ONE BOOTH 4MX6M. POST
CHARGING \$3,500 INCLUSIVE FOR ALL BOOTHS REGARDLESS OF SIZE
SINCE 5X6 BOOTHS ARE ODD SIZED, OVERLY DEEP AND CONDUCTIVE
ONLY TO DISPLAYS FEATURING VERY LARGE MACHINERY.

2. THUS FAR, ONE BOOTH 4X5, ONE BOOTH 3X7, THREE BOOTHS
5X6 CONTRACTED.

3. SUGGESTED TEXT FOR MAILGRAM: QUOTE THE AMERICAN EMBASSY IN
TEHRAN IS NOW ACCEPTING RESERVATIONS FOR THE USA PAVILION
AT THE FIFTH TEHRAN INTERNATIONAL TRADE FAIR, SCHEDULED
SEPTEMBER 19-OCTOBER 1, 1977. THE FAIR IS IRAN'S MOST IMPORTANT
ANNUAL COMMERCIAL EVENT, AND THE USA PAVILION HAS TRADITIONALLY
BEEN A MAJOR ATTRACTION.

4. QUOTE: IRAN IS A MAJOR GROWTH MARKET FOR AMERICAN
GOODS AND SERVICES. U.S. EXPORTS TO IRAN EXCEEDED
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\$2.8 BILLION IN 1976, COMPARED WITH \$772 MILLION IN
1973. PARTICIPATION IN THE USA PAVILION OFFERS YOUR
FIRM AN EXCELLENT OPPORTUNITY TO DISPLAY ITS PRODUCTS
TO LARGE NUMBERS OF IRANIAN BUYERS, BOTH IN THE
GOVERNMENT AND THE PRIVATE SECTOR. LAST YEAR, 26
AMERICAN EXHIBITORS REPORTED OVER \$1 MILLION IN FLOOR
SALES AND ESTIMATED \$40 MILLION IN INCREMENTAL SALES

OVER A 12 MONTH PERIOD.

5. QUOTE: COST FOR A FULLY EQUIPPED BOOTH FIVE METERS ACROSS THE FRONT BY FOUR METERS DEEP IS \$3,500. FOR ADDITIONAL INFORMATION, PLEASE CONTACT FRANC MANZOLILLO, U.S. DEPARTMENT OF COMMERCE, WASHINGTON, D.C.; TELEPHONE 202 377-2991. I URGE YOU TO JOIN US. SINCERELY, DAVID E. WESTLEY, COMMERCIAL ATTACHE. END QUOTE.

6. PA'S RECEIVED. EMBASSY'S INFO BULLETIN DATED 24 MARCH POUCHED MARCH 27 TO RYAN/CAGNE. INFO BULLETIN SHOULD BE USEFUL RECRUITMENT TOOL AS IT COVERS MOST EXHIBITORS QUESTIONS.

7. EMBASSY APPRECIATES USDOC RECRUITMENT ASSISTANCE. MIKLOS

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NNN

Message Attributes

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Sent Date: 03-Apr-1977 12:00:00 am
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
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